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"How to Choose Best Stock Footage?", "You need to make a short film but don't have enough video clippings to complete the project. You must then opt for loyalty free stock video footage. Read this page to find out how stock footage is of great help and how to choose them, in order to get the desired result.

They are the archived footage clippings of people, food, sports, technology, animals, landscapes, historical events, wars, business and much more. They are used in making documentaries, films, news, commercials, etc. There are a lot of advantages that one can get by using them.

Firstly, the financial costs of production get reduced because it is much easier to get stock video footage instead of shooting all of the scenes. This means that shooting the entire script is not required. Secondly, it reduces the carbon footprint. Thirdly, because it is possible to get the video clippings, the test editing can be done with them to determine whether they fit the bill or not. This can be done even before purchasing the stock footage.

However, there is a wonderful variety in the levels of expertise and professionalism that is widely available in footage clippings. Therefore, it becomes required to keep certain things in mind before opting for stock footage:

- * **Composition** - The composition of footage is the most crucial factor. It means the manner in which the visual subject is created and placed within the frame. Visually engaging composition is regarded as one of the elementary parts of stock video footage.

- * **Motion** - Another important element is the motion of the DSLR and the subject. Essentially, most impulsive and alluring motion takes place when the camera moves in some way. Using quality motion footage can surely enhance the overall appeal of the final video.

- * **Lighting** - Proper lighting enhances the overall look of a stock footage clipping. The lighting can be from a natural light source, artificially generated or by combining both. It is critical to choose stock footage that has the most desirable lighting.

- * **Authenticity** - Authentic video footage nicely integrates into the final video and makes it believable. The more the authenticity in the footage, more will be the effect on the final version of the film or documentary. Authenticity is all about naturalness and realism.

- * **Resolution** - Today, there are a lot of alternative delivery resolutions and formats for stock footage clips. Thus, it becomes required to choose the video footage that would nicely gel into the final project.

- * **Focal Length** - Use of alternative focal lengths give out different emotional feelings to a shot and thus have an intense effect on the total quality and look of the stock footage clipping. Therefore, it is necessary to opt for footage according to the needs.

- * **Compression & Delivery** - Alternative companies offer different compression codecs while delivering stock footage files. It becomes important to understand the type of codec and compression of the stock footage. Understanding of the codec and compression will aid to get the exact format necessary for the video project.

Whether someone is searching for wildlife, historical, landscape or even soccer & football footage, these tips will absolutely aid the person to create a sound decision while choosing for a stock footage. With better footage, the chances of getting the desired result increase.

This stock footage is available widely over the Internet and most importantly, this stock footage is loyalty free, making them a popular choice for many film makers. They are certainly the most cost-effective way of making high-quality video content and also the best way to save a lot of time.

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